**EMAIL SET-UP**

**\*\*Required. Incomplete forms will be returned. Please submit to** [**cansupport@aclu.org**](mailto:cansupport@aclu.org)**.**

If you have not already, please schedule the email on the [CAN Calendar.](https://www.acluloop.org/Departments/affiliateSupport/CAN/Lists/CAN%20Calendar1/Main.aspx)

|  |  |
| --- | --- |
| **Affiliate Name \*\*** | ACLU of Montana |

|  |
| --- |
| **Target Audience \*\*** |
| Affiliate Full List  Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
|  |

|  |
| --- |
| **Testers and Reviewers \*\***  **Please provide the email address of those that should receive a test version of this email. One person from your affiliate should respond to the CAN team with edits from all members of your affiliate team. Please don’t have everyone reply directly to the CAN team.** |
| beallk@aclumontana.org |

|  |  |  |  |
| --- | --- | --- | --- |
| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| Letter format  (no image) | Action format  (image 190x230) | Event Template  (image 350x300) | Banner Format (Image 600x300) |
|  |  |  |  |

|  |
| --- |
| **Subject line \*\***  Tease, tell or take action. Avoid initial caps, keep it under 50 characters, and make it compelling for constituents to open your email. Avoid the words “Help,” “Act,” “Marriage,” “Immigration,” “Immigrant,” “Action,” ” Let’s,” and “Save the date.” |
| Montana doesn’t need 464 new beds reserved for tribal members: call today! |

|  |
| --- |
| **Pre-header Text \*\***  The pre-header is the short summary text that follows the subject line when an email is viewed in the inbox. It is right about the header logo. Include a call to action. |
| Demand that tribal members be consulted meaningfully about the potential reopening of Two Rivers! |

|  |
| --- |
| **Side Box Content (Action & Event format only)** |
|  |

|  |
| --- |
| **Hyperlinks for email message \*\*** |
|  |

|  |
| --- |
| **Email Body Content \*\***  Keep the content brief. One of the worst mistakes we make is trying to include the entire story into the email message. Think about when you open an email in your inbox. Do you read every single word in there? Probably not. Find a way to summarize the content compelling way, and let them click through to a page on your website for more information.  Answer the these three questions for the reader when you write your message:   1. **What are you asking me to do?** Always give the reader an action to take. Your call to action should be able to stand-alone. Remember, people scan their emails, and if there is one thing you want your recipient to notice, it is your call-to-action. 2. **What is in it for me?** You know the value of your email content, but does your recipient? Tell them why taking action is important for them or why they should attend an event. 3. **Why should I care?** Write in the second person – orient the copy toward the reader and not the ACLU. Readers take action on things that are about them or affect them. |
| The Bureau of Indian Affairs (BIA), a branch of the federal government housed in the Department of the Interior, plans to re-open the Two Rivers Detention Facility in Hardin in January. Within a matter of weeks, tribal members could be imprisoned in Two Rivers.  If this is news to you, it’s no wonder. The decision to reopen Two Rivers has been quietly pushed forward by the federal government without input from affected tribal communities.  **Montana doesn’t need 464 new beds reserved for tribal members.**  Two Rivers closed in 2015 due to financial problems and broken promises that the facility would create economic stability for the region.  In order to justify the expense of this facility, the city of Hardin wants the BIA to fill the 464 beds with tribal members. For Indigenous Montanans, this strengthens the hold that the federal government has over tribal people and incentivizes the BIA to arrest tribal members at a higher rate.  Tribal members in Montana already are incarcerated at higher rates than their non-tribal counterparts. Although Native Americans represent 6% of Montana’s population, they represent 21% of Montana’s incarcerated population.  **This ‘deal’ attacks Indigenous culture, sovereignty, and communities.**  The solution for this empty prison is not to fill it with Native American bodies. Crow and Northern Cheyenne tribal members have expressed concerns that reopening this facility will create more problems than solutions. A Crow tribal member stated, “Mass incarceration is a concept that has been pushed upon us. Our concepts of governance, justice, and health cannot survive when our people are in jail. There are other ways, other options. We can find them and we will. We need more time.”  **Tribal members must be allowed to shape solutions for their communities.**  Transparency between the government and the tribes and tribal members did not occur before the decision was made to re-open Two Rivers, in spite of the obvious impact on Indigenous communities and families. The BIA is consistently criticized by tribal members for using federal resources in ways that do not benefit the tribes.  State and federal governments must be held accountable to provide information and facilitate community discussions on issues that will impact the people who live there – like the possible increase in arrests and imprisonment of Indigenous people by federal law enforcement.  Call your elected officials today!   * Call Senator Daines at 406-245-6822 * Call Senator Tester at 406-252-0550 * Call Rep. Gianforte at 406-969-1736 * Call Darryl LaCounte, BIA Regional Director, at 406-247-7943 * Share your story on social media #NOtoHardinPrison #NativeLivesMatter   The Two Rivers Detention facility must not reopen if the tribal members’ only role is to fill 464 empty jail beds. Demand that tribal members be consulted meaningfully about the decision to let the BIA use the facility to jail Indigenous Montanans. |

|  |
| --- |
| **Social Share Buttons \*\***  **Social share buttons are added to the Action and Event templates. Please provide the language below for Twitter. We cannot customize the email or Facebook links.** |
| **Twitter:** |
|  |